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November, 1957

The Florida Architect

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS



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OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS

The Florida Architect

VOLUME 7 NOVEMBER, 1957 No. 11

CONTENTS

THE COVER

How do you illustrate "The Challenge of the Future"? How can the implications of that theme be communicated? Only, we think, by individual interest and participation of the 43rd FAA Annual Convention—at which able and forward-thinking men will probe the possibilities of their specialties . . . which include design, engineering, materials and planning. So—this month a picture is replaced by a program.

PUBLICATION COMMITTEE — H. Samuel Krusé, Chairman, G. Clinton Gamble, T. Trip Russell. Editor — Roger W. Sherman.

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Public Relations

By ROY M. POOLEY, JR.
Chairman

A meeting of the Committee was held at the Princess Issena Hotel at Daytona Beach, August 24, 1957. The following were present:

R. M. Pooley, chairman; Francis R. Walton, Daytona; M. H. Johnson, II, Fla. No. Central; Albert Broadfoot, Jacksonville (for Robert Warner); Wayne Sessions, Fla. South (for Herbert Savage).

Reports of the various chapters indicate that outstanding results are being obtained where a strong effort is made to create good publicity..

Among the many exhibits presented was an excellent pamphlet entitled "Presenting Your Architect," which describes the services of the Architect and contains a schedule of minimum recommended fees.

Francis Walton contended that the approach to public relations typified by this pamphlet has been the general policy of the profession but has not been outstandingly effective and suggests that a more positive approach would be to de-emphasize the mechanics of professional practice and concentrate on the benefits of the Architect's actual professional role.

Mr. Walton feels that the Architect's role is to "create environment." By his training the Architect is equipped to make the lives of people richer, fuller and more satisfying by providing for them an environment of beauty and meaning coupled with good functional qualities. The mechanics of achieving this end result may be interesting, but over-emphasis may confuse the potential client as to just what is the real service of the Architect. A lawyer affords legal protection. A doctor makes you well. A dentist fixes your teeth. Does an Architect just have conferences, draw blueprints, copy specifications and render bills? These thoughts produced considerable discussion without any final conclusions, but indicate a potential re-evaluation of present public relations methods.

It was recognized that the current vertical structure of the Institute committees imposes communications problems in that F.A.A. committees are not included in the direct vertical alignment. This is a problem of long standing which it is hoped may be resolved by attainment of regional status for the Florida Association of Architects.

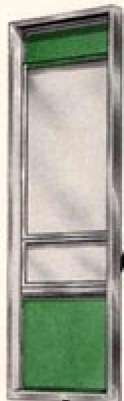
The Committee feels that press releases from the national offices have not been effective at the local level and suggests an emphasis on local origination to produce greater reader interest.

The Committee feels that an advertising program on the state level should be seriously considered and will endeavor to present an additional report on this subject at Convention.

The rather searching (or groping, if you will) nature of the preceding comments clearly suggests a significant problem with which your committee was faced. The problem was both basic and simple. Each member present was attending his first meeting of the committee. There was a complete lack of continuity of an established program. Your Committee feels that its mission is one of vital importance to the profession and earnestly seeks the creation of a strong, vital and continuing Public Relations Program at the State level. To this end, the following specific recommendations are respectively submitted for your consideration:

1. Stabilization of the Committee: This may be achieved by the appointment to the Chapter Committee of only those members who are particularly interested and capable in its work and retention of these members for an extended period. The Chapter President might appoint the committee chairman from the existing membership and the chairman in turn appoint his representative to the State Committee in a manner to assure a degree of continuity of membership. In turn, the president of the F.A.A. could then appoint as chairman of the State Committee an experienced member with substan-

(Continued on Page 4)



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Public Relations . . .

(Continued from Page 2)

tial understanding of the Committee's program.

2. The Florida Architect: This is the official Journal of the F.A.A. and is recognized nationally for its excellence. Your committee believes its value may be enhanced by greater support in the form of submission of the views of individual Architects either as articles or "letters to the Editor" and by expressions of appreciation to advertisers.

3. Publicity: Highest quality art work offers a powerful medium of expression for the Architect. Models, renderings and photographs prepared to reproduce well in print should result in more frequent and more effective publication. The committee feels that exhibition and award programs offer excellent opportunities for good publicity and urges increased participation.

Roy M. Pooley, Jr., Chairman
Jack W. Zimmer, Broward County
Francis R. Walton, Daytona Beach
M. H. Johnson, II, Florida North
Albert Woodard, Fla. No. Central
F. Treadway Edsen, Fla. Northwest
Herbert R. Savage, Florida South
Robert A. Warner, Jacksonville
John T. Hart, Mid-Florida
Jefferson N. Powell, Palm Beach.

Committee Organization

By JOHN L. R. GRAND
Chairman

While efforts to arrange committee meetings (at the convention in Washington and at Orlando) were unsuccessful, the committee can report progress. Committee members William Harvard and John Stetson discussed informally with your chairman at the Washington convention assigned problems.

An interim progress report was submitted July 29th in which certain by-law changes concerning the FAA committee structure were proposed. On September 14th, the chairman met with President Wortman, the Chairman of the By-Laws Commit-

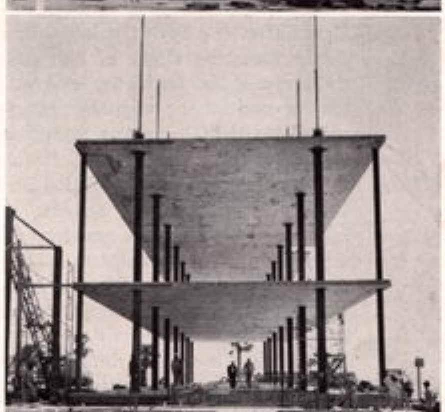
(Continued on Page 6)

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Com. Organization . . .

(Continued from Page 4)

tee, Jefferson Powell, and the Executive Secretary, Roger Sherman, at Winter Park. The recommended changes in the by-laws concerning committees were reviewed and revised to the form proposed and published in the October, 1957, issue of *The Florida Architect*.

The committee commends to the membership President Wortman's excellent statement and analysis of *Our Committee Problem* in that same issue.

The committee recommends further action toward disentangling and clarification of committee functions and assignments. As a first step, it recommends that the duties of the Planning and Zoning Committee be assigned the vertical standing Community Development Committee, and that the Planning and Zoning Committee be abolished. Further, it recommends a functional simplification of committees concerned with Industry Relations. A single committee at the state level bearing the title Industry Relations could be assigned the duties of the following: the Joint Cooperative Committee, the Committee for Collaboration with the Design Professions, the Building Code Committee, and the Home Building — Construction Industry Committee.

It is felt that of the non-vertical standing committees the By-Laws Committee should be continued as is, and that the Budget Committee might have its duties enlarged to function as a *Finance* Committee. A final question involves the possible redesignation of the Legislative Committee as the Government Relations Committee. Such redesignation would have the effect of enlarging the scope of the Legislative Committee beyond that originally anticipated. As the Government Relations Committee it would deal with all relations between the Association and the state governmental agencies in matters not within the province of other specialized committees. The realignment would also tie the function into the national vertical committee structure.

John L. R. Grand, Chairman
Franklin S. Bunch, V.-Pres., N. Fla.
William B. Harvard, V.-P., C. Fla.
John Stetson, V.-Pres., South Fla.



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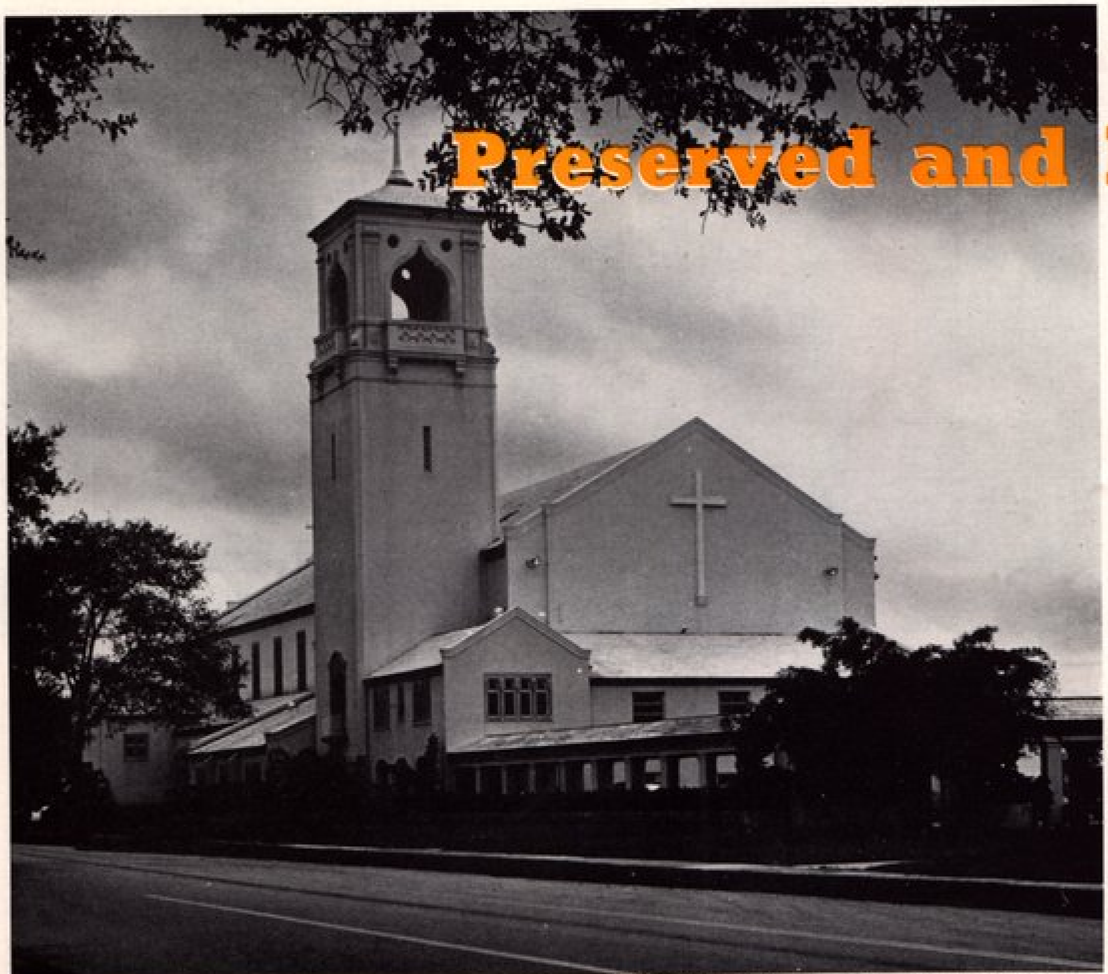
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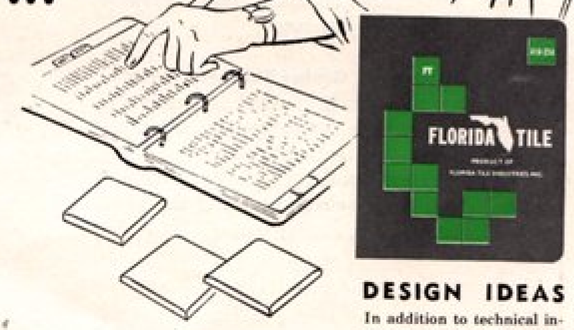
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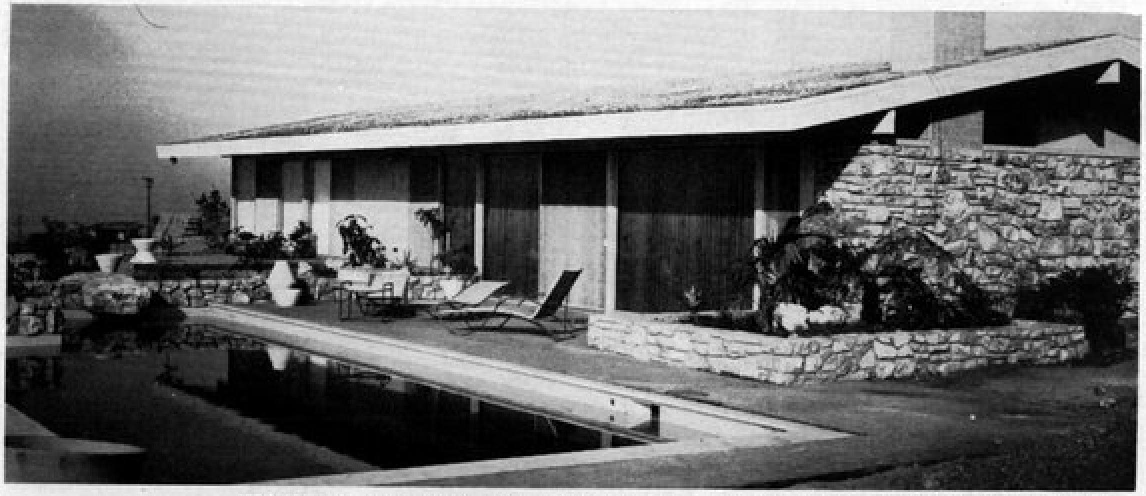
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"Florida--A New AIA Region"

During the 43rd Convention a resolution will be offered to the effect that the AIA Board of Directors be petitioned to designate Florida as a new AIA Region. Here is a committee statement in support of the proposed petition.

By FRANKLIN S. BUNCH
Chairman

1... Florida and the South Atlantic Region

The South Atlantic Region of the AIA is composed of the states of North Carolina, South Carolina, Georgia and Florida. As of July 1, 1957 Florida had 424 of the corporate AIA members in the region amounting to 41 percent of the total regional membership. Florida's 10 AIA chapters comprise 66 percent of the total chapters in the region.

Distribution of corporate membership throughout the region is illustrated by the map (Appendix A). It may be seen that two distinct and separated geographical areas are indicated. Due to the fact that most of Georgia's 270 members are concentrated in the Atlanta area in the northern portion of the state, it appears that the center of population of the total Georgia, South Carolina and North Carolina membership is near the northwest corner of South Carolina. At least 500 miles south of this point lies the center of population of Florida's 424 corporate members. Florida, being a complete peninsular, is isolated from the center of activities and interests of the remainder of the South Atlantic Region.

Corporate AIA members in Florida, at considerable expense of time and money, have for many years supported and built The Florida Association of Architects, Inc., of The American Institute of Architects to the place where it performs all the funtcions of an AIA Region, plus many others which a multi-state region can never perform. To require that this 41 percent of the regional membership and 66 percent of the regional chapters support the present South Atlantic Region with additional time and money so that it can duplicate some of these functions is an imposition.

2... Florida Geography and Climate

Geography has played a trick on Florida. Its coastline of 1,146 miles is the longest of any state in the nation. The mileage from Key West to Pensacola is 811 miles, which exceeds the width of Texas (a separate AIA Region) at its widest point, where it is a mere 801 miles. Never more than 145 miles, the Florida peninsula does not end is meanderings until its last land formation is some 600 miles south of the southern boundary of the State of California. All of South America is east of Florida and yet Florida is closer to more foreign nations than any other American state.

Mountainous terrain and even snow which are of considerable importance to the architects of upper Georgia and the Carolinas are of no concern to Florida practitioners. Most of Florida's people live in a tropical climate, although Jacksonville and the area westward to Pensacola are in a temperate zone. Florida is so different in geography and climate as to bear very little resemblance to the other three states of the South Atlantic Region, AIA.

(Continued on Page 14)





The FAA REGIONAL COMMITTEE is chairmanned by Franklin S. Bunch, left, of Jacksonville; Miss Marion I. Manley, FAIA, Coconut Grove, and Clinton Gamble, Fort Lauderdale. Though the statement here was prepared by the Chairman, it represents the cooperative work and full agreement of the whole committee.

3... Florida, a Distinctive Economic Region

Florida is all-American in flavor, meaning that its economy is the product of a fusion of minds native to all sections of the country. By no means "the deep south," Florida, in 1955, had 3,709,700 people of which 57 percent were born in other states or countries. It is unrealistic to say that Florida's economy is based overwhelmingly on tourism, or that citrus plays more than a stellar agricultural role, although in both categories, Florida leads the nation. The diversification of Florida's economy extends from industrially-developed Pensacola on one end, to the governmental and educational center at Tallahassee, to insurance and port-minded Jacksonville, to the citrus and cattle of Central Florida and thence to the tourist-filled areas on the southern end of the state.

Continued growth of Florida's economy as compared with that of the other three states of the South Atlantic Region, AIA is illustrated by Appendix B. The dynamic character of Florida's growth is recognized by Kiplinger Publications who publish *The Kiplinger Florida Letter*, the only one of their reports on an area smaller than the nation. The entire energies, resources and best thinking of all of Florida's architects are needed to cope with the diversified and expanding economy of the state.

4... The Growth of Florida

In the period from 1950 through 1956 Florida's population increased by 36 percent, while for the same period the population of the other three states in the South Atlantic Region, AIA, increased by 9.1 percent. To quote WILLIAM M. KIPLINGER in *Changing Times*:

"Everybody knows that the population of the United States is increasing. But Florida's population is increasing two and a half times as fast. The only places growing faster are Alaska, Nevada and Arizona, and they are still sparsely settled. Their combined populatoin is not half of Florida's. Florida, then, is the Union's fastest growing sizable state."

Over 2,600 people arrive in Florida each week to make it their permanent home. Thousands more want to. Florida is growing so fast and so big that it is losing practically all identity with the other three states of the South Atlantic Region, AIA. Florida's interests and activities—and even its architecture to a large extent—are becoming so different that if Florida remains a part of the South Atlantic Region, architects from Georgia and the Carolinas will have to participate in ever-increasing numbers of problems in which they have no interest—or Florida delegates will be attending meetings that do not even touch on their own activities.

5... Strength of the FAA

The growth of Florida's population and economy is being paralleled by the growth and prestige of architectural organizations in the state. The membership of the Florida Association of Architects, AIA, is composed of all the members of the ten corporate and one student chapter in the state. All of these are offshoots of a single original chapter; and they were formed by small, energetic groups who saw the need for vigorous application of AIA policies and influences in specific local areas. The criterion has been a need in a locality—whether a single city, a metropolitan area, a county or a combination of these.

The growth of the architectural profession in Florida has highlighted a whole series of local needs; and local chapters have naturally been formed to fill them. The editorial "Live Splinter or Petrified Log from the May, 1957, issue of *The Florida Architect* (Appendix C) expresses the opinions of the architects of the state on this question of more chapters and more influence. A corollary to the growth of the number of Florida Chapters should be the growth of the number of AIA regions. Decentralization, where each part is vigorous and progressive, is the best method of assuring the growth and health of the whole. Leaders in industry and commerce have recognized this fact; and many facets of Florida's economy are, the result of it.

The Florida Association of Architects, AIA, has grown to the extent that it now has a full-time executive secretary to act not only in routine AIA affairs, but also in state governmental and public relations matters. The executive secretary is also the editor of a publication as good as any in the country. *The Florida Architect* disseminates information on the affairs of the state association and the local chapters and furthers the public relations program of the profession. An efficient state organizational set-up including officers, board of directors and committees with complete working relationships is functioning to the benefit of every architect in the state.

The Florida Association of Architects has for many years carried on a program which includes the activities presently being handled by AIA Regions. In addition, the state association has performed a service for its members and the citizens of the State of Florida, which can never be performed by a multi-state region. This is its relationship to the state government and is a most important function. Florida Association of Architects', AIA, accomplishments in this direction are not limited to legislative matters. Some of these accomplishments are listed in Appendix "D." The effectiveness of Florida architects at the level of state government can be considerably increased if Florida is made a region of the American Institute of Architects.

6... Benefits to The Institute

The American Institute of Architects has grown to a point at which a new, forward and decisive step toward a better integration of policies and programs through a wider diversification of active representation is urgently needed. Florida is one of several states which has developed strong, effective statewide organizations. Expansion of the Institute board to include direct representation from these states will have the advantage of providing the AIA with a more sensitive and direct contact with chapter groups welded into regions through a natural community of interests. The added strength of a wider diversity of counsel and experience to guide decisions of professional and administrative policy will also accrue to the Institute. Thus, both action and reaction will be facilitated and AIA programs will be enormously buttressed through shorter, therefore more efficient, channels of authority than now exist.

With establishment of a new Florida Region of the AIA the present lack of organized routine at the regional level will give way to the well-staffed, well-run state association

headquarters. The Octagon will be immediately provided with a means to strengthen its operating procedures. The Florida Association of Architects, through its complete organizational set-up, is a natural, direct and efficient channel of two-way communication. It is not only a clearing house for data of a local character which can be made useful nationally, but it is potentially a "branch office" of the Octagon and as such could immeasurably aid the Institute staff in almost every phase of its operations.

Policies only turn into programs at local levels when local action gives them meaning in terms of local application. The Octogon's present direct and expensive operational contacts with 11 local Florida Chapters can be vastly simplified when that part of Institute responsibilities as pertain to regional coverage and action is turned over to the already functioning Florida Association of Architects, AIA. Communications from chapters to the state (and regional) office and to the Octagon will flow naturally and efficiently; and could as naturally and efficiently flow in the opposite direction.

7... A New AIA Region

In location, geography, climate customs, population, character of industry and commerce, rate of growth, economic trends, a cross-section of Florida does not conform to any "normal" pattern. Professional practice is necessarily conditioned by these characteristics; and thus the problems and situations faced by architects in Florida are not parallel to those in other, even immediate neighbor, states. The organization of The Florida Association of Architects will be easily integrated into a new AIA region and at a saving of considerable energy— and probably expense—over the present duplicative arrangement.

Government of national professional organizations and our country is logically based on representation from the next smallest political subdivision, the state. In this Centennial Year of the American Institute of Architects it is essential to recognize that future growth in numbers requires growth and progress in AIA governmental organization. The establishment of policy by national convention action is already proving to be unwieldy and lacking the study essential to wise decisions. Government by an expanded Board of Directors with representation from the state level should be the goal of the Institute. Most of the other recognized professional organizations such as the American Medical Association, The American Bar Association, The National Society of Professional Engineers are so governed. It is not necessary that a national Board of Directors be restricted to any arbitrary numbers to be efficient. The House of Delegates of the The American Medical Association is composed of 195 members.

Forward to ever higher summits—growth—progress—strength—Florida requests the honor of leading the way in the second century of organized United States architectural history. The Thirteenth Region of the American Institute of Architects—FLORIDA!

APPENDIX A, below . . .
APPENDIX C, right . . .

Typical changes in business operations in Florida as compared to the remainder of the South Atlantic region, AIA (Georgia, South Carolina, North Carolina) for 1956 as compared to similar periods in 1955. (Source, U. S. Department of Commerce).

	% Change In Ga., S. Car. and N. Car.	% Change In Fla.
1. Wage and Salary Workers in Manufacturing Industries	+1.9	+7.1
2. Number of Telephones	+8.0	+14.2
3. Valuation of building construction	−9.1	+11.7
4. Number employed by construtcion contractors	+1.0	+9.0
5. New business incorporations	+2.4	+19.4
6. Cash receipts from farm marketings	−1.0	+8.2
7. Production of electric energy	+7.3	+16.2

Appendix continued on page 32

Live Splinter or Petrified Log?

In his meaty discussion of Institute policies during the Regional Conference at Atlanta last month, BERYL PRICE, dynamic chairman of the AIA's Chapter Affairs Committee, undoubtedly voiced many convictions of thoughtful AIA members interested in the continued development of the Institute's strength and influence. As reported elsewhere in this issue, his speech was full of practical inspiration. But it is open to question whether all of his statements relative to current organizational policies, particularly at both chapter and regional levels, could be whole-heartedly accepted by all AIA members in Florida.

Among these was a statement that a membership of 100 was "an absolute minimum" for what he called a "strong" chapter. He decried the "splintering" of Chapters into smaller groups and implied that such splinter chapters did not contain the inherent strength of interest necessary for vigorous operation as an AIA entity.

Now, there *may* be strength as well as safety in mere numbers. But experience has not always borne out that thesis. Mere numbers can also hide apathy and lethargy; and it is certainly true that more can often be accomplished by a few souls dedicated enough to be vigorous and vocal than by ten or even a hundred times as many whose interest is cold to the point of inactivity. The worth of a high interest in a small group has shown itself countless times in countless situations. And the growth of AIA membership in Florida is a particular case in point.

As a matter of historical fact, practically all of Florida's 10 AIA chapters are "splinters"—offshoots from a single chapter, and originally formed by small, but energetic, groups who saw the need for a more vigorous application of AIA policies and influences in specific local areas throughout the State. As recently as last year this process produced three new chapters. It may yet produce another one from the Florida Central Chapter—which, within a single year, has more than gained back the membership it lost through formation of the Mid-Florida Chapter formerly listed on its roster.

No . . . the criterion, it seems to us, is not an arbitrary, numerical one. It is a need in a locality—whether that locality is a single city, a metropolitan area, a county or a state. The growth of the architectural profession in Florida has highlighted a whole series of local needs; and local chapters have naturally been formed to fill them.

Part of Beryl Price's argument must, of course, be granted. In the small chapter, personnel is often not large enough to staff all committees without doubling up. In theory, of course, that is not good—even though the AIA recognizes the possibility and has suggested a committee combination for small as well as large chapters. But practically, here in Florida, AIA affairs are handled about as well in the eight small chapters as they are in the two larger ones.

As to our small chapters' impact on community affairs, it is proving to be a real one of increasing importance. In Pensacola, in Orlando and particularly in Jacksonville the new, small chapters are achieving public recognition for the architectural profession which was formerly lacking. Each is growing in numbers as well as in public stature, though probably none will ever reach the 100-member mark which the AIA Chapter Afairs Committee chairman sets as a desirable minimum.

Maybe our AIA set up in Florida is just another indication of the fact that "Florida is Different." Each Chapter as a member of The Florida Association of Architects, is an integral part of a body which reinforces, at the state level, the local influence of the Chapter itself. With plans for an increasing service now under way, the FAA will more and more give to its member chapters the strength which added numbers might, in some cases, otherwise provide them. As liaison between the FAA and its chapter-members grows closer, the work of the FAA will serve as both a buttress to, and an extension of, each Chapter's local activities.

In Florida, at least, interest and initiative are generally favored over mere size. In a region which is expanding as dynamically as is the Sunshine State, a group of live and sprouting splinters is much preferable than a single petrified log, however large.

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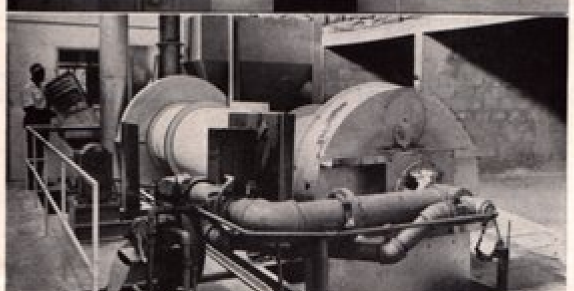
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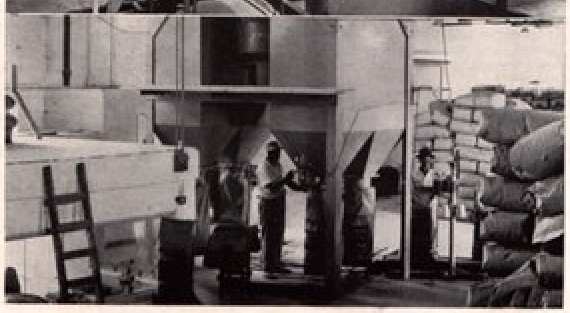




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The FFAB...

Research for Florida Building

By DR. TURPIN C. BANNISTER, FAIA
Dean, College of Architecture and Fine Arts, University of Florida.

By November 7, when FAA convenes for its 1957 Convention at Clearwater, the FLORIDA FOUNDATION FOR THE ADVANCEMENT OF BUILDING will be born. The possibilities of this unique new agency deserve the close attention and support of all members of the building industry in Florida and particularly of FAA and all Florida architects.

The idea of FFAB has risen during the past several months out of searching discussions between many members of the building industry of Florida. In its present form, it is a challenging answer to a number of critical problems which have faced the industry over a long period. It promises to provide the machinery by which the industry itself can focus its great resources to solve these problems and thus improve its capacity to serve both the expanding needs of all Floridians and its own sound growth.

FFAB is the immediate brainchild of representatives of FAA, the Associated General Contractors, and the Florida Lumber and Millwork Association, but FFAB is conceived as drawing its members from the design and management branches of the whole building industry. Thus, not only architects, general contractors, and lumber and millwork distributors should be interested in its success, but specialty trade contractors, community planners, realtors, building officials, financing agencies, interior designers, home builders, landscape architects, building managers, and the manufacturers and distributors of building materials and equipment should also participate in its work. No single one of these groups can now marshall sufficient resources to meet the industry's needs, but together — since the whole industry is and will continue to be the largest in the state — they can support an



Frank J. Rooney, Miami builder and former president of AGC, was named temporary president of FFAB at an organization meeting of the research group held last August in Gainesville.

exciting and far-reaching program of development and research.

Every member of the building industry of Florida must be conscious of the needs for such a program. The industry, in both the state and nation, finds itself in the enviable position of conducting an unprecedented and unexceeded volume of operations. But, whereas agriculture, medicine, engineering, and every field of modern industrial enterprise has long since demonstrated the necessity and indispensable benefits of concerted investigation, experiment, and analysis, the building industry still presents the inexcusable paradox of endeavoring to produce a progressive product by principles, data, and methods based on unchecked opinion, partial knowledge, and superannuated habit.

It is no comfort to explain this untenable situation by pointing out the diffuse and disorganized character of the building industry . . . It is lame rationalizing to claim that already the growing effort of individual companies has gained excellent, if uncoordinated, improvements in some building products and assemblies. And it is non-sensical defeatism to deny that men, who individually find primary satisfaction in achieving a meritorious product, can not or will not cooperate voluntarily to improve their capabilities.

By creating the means by which such cooperation can be realized in the building industry of the State of Florida, FFAB assumes the following purposes:

"a. To increase, enrich, and refine the body of knowledge and principles comprising the sciences and arts of building by research, discovery, experiment, and other appropriate means.

b. To stimulate, augment, and enhance the capabilities of persons concerned vocationally with the creation of buildings by disseminating the results of research and study, and by aiding and supporting, with financial assistance and otherwise, technical educational programs conducted at collegiate, institute, and conference levels.

c. To elevate by appropriate means public understanding of the desirability of high quality in buidings."

It is important to note that the specific research projects will arise from the members of FFAB themselves. An FFAB committee on research will refine the problems and the FFAB Board of Directors will approve and arrange for financing. It is expected that most of the research projects will be staffed, conducted, and published for FFAB by the

The FFAB . . .

(Continued from Page 17)

Bureau of Architectural and Community Research, a division of the College of Architecture and Fine Arts of the University of Florida. It is probable that, at least initially, research teams will be recruited from the College's faculties of architecture, building construction, and community planning, and other appropriate sources within or outside the University. The new head of the University's Department of Architecture, JAMES T. LENDRUM, formerly Director of the Small Homes Council, University of Illinois, will bring valuable experience to the implementation of FFAB's research program.

While research foundations are by no means new, FFAB will be a pioneering effort toward industry-wide cooperation in the building field. Far from competing with the existing agencies, such as BRI, BRAB, or other private and public research agencies, FFAB will organize the considerable resources of the building industry in Florida to investigate the problems of designing and erecting buildings under the special conditions prevailing in Florida. No national agency, public or private, can be counted on to undertake such a task. If any headway is to be made, it must come from our own grass roots.

It is indeed true that the benefits of improved building in Florida will accrue to the ultimate consumers, the people of Florida. Since it is estimated that Floridians will spend by 1970 a total on the order of $15 billions for new buildings, it would be plausible to suggest that it would be a wise public expenditure to inaugurate a tax-supported program of building research. If research can increase the efficiency, safety, durability, and attractiveness of Florida buildings by as little as one per cent — any concerted effort should result in a much higher rate — it would mean a saving of the order of $150,000,000, in addition to obtaining better buildings. State-supported research for such a goal is surely at least as justifiable as long-approved subsidies in other fields.

On the other hand, if indeed building merits classification as an industry, it must assume some responsibility for improving its own capacities and products. It is no longer remarkable for progressive management to allocate considerable sums for such purposes. The Textile Institute, for example, assesses its members annually 10 cents per spindle for research. It seems clear, therefore, that the building industry of Florida cannot escape responsibility for leadership and concerted effort in pursuing a similar program in its own field.

It is obvious that in such a program Florida architects and the FAA must play an influential role. The profession has talked research for many years, needs daily the results of sound investigations, and would stand to benefit both itself and its clients as much as, or more than, any other group in the industry. The possession of special knowledge, proven principles, and detailed reports giving actual performances of specific buildings, assemblies, and systems would fortify practitioners immensely in the eternal struggle to guide clients to the economy of high quality and to repel the encroachments of ignorant pretenders. Moreover, in supporting whole-heartedly an energetic and systematic program of research, architects will fulfill the inescapable duty of every profession to increase its own competence.

It must be emphasized that FFAB should and will be a creature of the building industry of Florida. It is not, nor should it be, an agency of the University. Nevertheless, in co-operating closely with FFAB in prosecuting research and education in the building arts, the university's departments, faculties, and students in these fields stand to receive immense advantages from witnessing and sharing in a dynamic program.

By the time this statement is published or soon after, FFAB will be incorporated and be ready to receive active support. Until the first annual meeting and the election of the first Board of Directors, the incorporators will act as an interim board. FAA is represented among the incorporators by three of its current officers and two directors. The initial group has elected FRANK J. ROONEY of Miami to serve as temporary president until the first meeting of the Board of Directors. On June 1, FAA's Board, at its meeting in Clearwater, expressed its enthusiastic interest in the proposed foundation and promised its concrete support at the appropriate time.



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Planning and Zoning

By WILLIAM T. ARNETT
Chairman

The Committee on Planning and Zoning was established on a state-wide basis for the first time this year. Its purpose is to coordinate the policies and programs of the Florida Planning and Zoning Association with the interests of the architectural profession throughout the state, and to stimulate interest in planning and zoning matters at the chapter and community levels.

The FPZA: The Florida Planning and Zoning Association is a non-profit association to encourage orderly physical and economic development in the communities of the state. Last year its membership included 66 organizations, 156 individual members, and 410 subscribers to the *Newsletter*.

The purpose of the FPZA is five-fold: (1) to promote cooperation among the official planning and zoning boards or commissions, civic bodies, citizens, technicians, and students interested in planning and zoning in the State of Florida, (2) to cultivate and stimulate an interest in planning and zoning by local governments, (3) to encourage the observance of sound planning and zoning practices, (4) to exchange information, advice, and assistance among its members, and (5) to engage in research and issue publications on planning and zoning matters.

Among FPZA publications are the *Proceedings* of its annual conferences, and the monthly *Newsletter of Florida Planning and Zoning*. The Association maintains an active rental library on planning and zoning at its headquarters in Auburndale where Fred H. Bair, Jr., is executive secretary.

Kenneth Jacobson, AIA, of Delray Beach, is serving as president of the FPZA this year, and it is gratifying to report that an increasing number of Florida architects are serving actively on local planning boards and commissions throughout the state.

The 1957 *Legislature*: Two important matters of continuing interest and concern to architects and planners engaged the attention of the 1957 Legislature. The first was the administration enabling legislation on planning, zoning, and subdivision regulation. The second was the proposal to amend the State Constitution to permit participation in the national urban redevelopment program. Unfortunately, neither of these forward-looking proposals was enacted.

Florida thus remains one of three states without comprehensive enabling legislation for planning and zoning, and one of the few states without constitutional authority to undertake urban redevelopment. For the next two years, at least, Florida communities will have to get along with an antiquated hodgepodge of local acts, some of which are of doubtful legal status; and for the next two years Florida cities will be unable to make a start on cleaning out urban decay in order that private enterprise may begin the comprehensive renewal of our cities.

The Concern of Architects: Why should architects concern themselves with such matters? To those with caring minds the answer is abundantly clear. In the century which lies ahead, it is the whole community—not the piecemeal building — which must be the "initial and essential and ultimate concern" of the architect.

What should architects do about the problems of urban environment? To those genuinely concerned, the civic problems section of the AIA Centennial Convention provided cogent and practical answers. Every forward-looking architect owes it to himself, his clients, and his community to give thoughtful attention to the forum on "The Future of the City" as reproduced in capsule form in the July issue of the *Florida Architect* and as presented in full in the July issue of the *AIA Journal*.

There is evidence of increasing awareness among architects of the vital professional and political issues which confront us. And as Henry Luce recently pointed out, not only architects but millions of Americans have begun to see that architecture is more than a building here and there—architecture is a whole city, architecture is the whole sweep of the continent.

The Community as Client: There are indications that more and more architects, in serving the interests of an individual client, are keeping in mind their simultaneous responsibility to the community of which their projects will be a part. Certainly our citizens are beginning to see, if we may paraphrase John Donne, that no building is an island, entire in itself; every building is a piece of the community, a part of the whole.

Recommendations: 1) That the FAA, as well as the chapters throughout the state, give serious consideration to a continuing affiliation with the FPZA as organizational members. Organizational memberships are $10 a year, with *Newsletter* subscriptions $3 each in adidtion.

2) That all Florida architects give serious consideration to a continuing affiliation with the FPZA as individual members. Individual memberships, including a subscription to the *Newsletter*, are $5 a year.

3) That the FAA continue to work with the FPZA and other organizations interested in an adequate basic set of planning laws for Florida to the end that our cities and counties—singly or jointly, as the need may arise—may have proper tools to guide the orderly growth and development of the state.

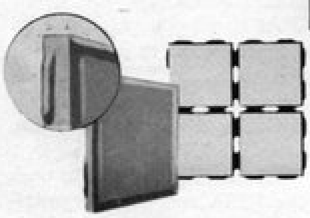
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The Forty-Third Annual

FAA Convention

FORT HARRISON HOTEL, CLEARWATER, FLORIDA — NOVEMBER 7, 8 and 9, 1957

CONVENTION MESSAGE FROM THE FAA PRESIDENT



EDGAR S. WORTMAN, AIA
President
Florida Association of Architects

The theme for this 43rd FAA Convention is much more than just a phrase. The future holds a very real challenge to our professional association. It is a challenge in terms of a sound, purposeful growth, a greater depth and breadth of service, a more efficient internal coordination and a more stable basis for operation of an expanded FAA organization.

And this challenge is an immediate one to all of us. The way in which we meet it, individually and collectively, will gauge the future development of the FAA. It is not too much to say that within the next two years the FAA will need to face — and solve — a number of problems, the solution to which will largely determine the future course of FAA progress.

Last January, in these columns, I suggested a number of points which seemed to call for decisive action. One was the need for better coordination between local operations of individual Chapters and the state-wide activities of the FAA. Another concerned an improved organization of committees — and the need for improving committee activities to generate more generally productive results. A third was the desirability of an AIA regional status for Florida. Still another was the growing urgency to enlarge the FAA's administrative facilities to care for the rapidly-increasing work load resulting directly from the growth of our profession in the state and the broadening scope of FAA interests and activities.

During the past year committees have been working on the first three of these points. Their reports to the convention call for definite action; and if recommendations are followed, we can look forward to immediate improvement in our inter-professional relationships. The matter of a regional status for Florida now calls for Convention action, though an ultimate decision on the committee's proposal is beyond our local ability to control.

The fourth point — additions to our administrative facilities — will require decisive action within a year. The FAA has now grown to a point at which a centralized business office adequately staffed and equipped to discharge its many responsibilities is essential. Provision for it involves many facets of our professional association; and I suggest it as one of the most important FAA considerations for 1958. The needed means for expanding the scope of our professional activity and public influence can develop only through your cooperation. I urge you to offer it fully.

"The Challenge of The Future"

With Sputnik beeping messages from outer space and with trips to the moon already imminent in the plans of various scientific experts, the Future may be closer than most of us now realize. Time-wise, the AIA's second hundred years will equal the span of its just-completed century. But in terms of physical development, it will pass in a geometric progression.

It is inevitable that solutions to problems which are now the preoccupation of the new space-scientists will ultimately have profound effects on the design and structure of new buildings for new purposes — and even (who knows) new worlds. Certainly the trend of current research and events points only in the direction of change and challenge. And it is the consideration of this trend — in various phases affecting the activities of architects — which constitutes the theme and core for this Convention.

Men who will probe the core and develop discussions of the theme are anything but science-fictionists. But each, in his special field, has caught the spark of the future in his approach to current problems.



Koska

R. BUCKMINSTER FULLER

"Comprehensive Designer"
New York City, N. Y.

In terms of design the future offers an immense and complex challenge. As a "Comprehensive Designer," Mr. Fuller has had, more than most men, an opportunity at first hand to analyze the elements of which design is compounded. Thus, as Keynoter of the Convention's theme, he will highlight some of the forces which must inevitably shape the future thinking of designers. For more than 30 years Mr. Fuller has been a vocal and vigorous proponent of creative design in terms of industrial products and processes. He has demonstrated application of the creative design process in a number of varied fields; and his newest, the Geodisic Dome, has already written a new chapter of shelter history.



MAURICE E. H. ROTIVAL, AIA

Community Planner and Consultant
New York City, N. Y.

In the development of future communities, planning may well become the key to the realization of many possibilities which now seem unattainable. As a demonstrated master of the planning technique, Mr. Rotival has already shaped the future of many communities in many countries. He is known for the breadth and scale of his projects; and during Friday afternoon's seminar session he will discuss the important part which planning can play in realizing the full potentials of our communities' future. No stranger to Florida, Mr. Rotival is now at work on the traffic redevelopment of Winter Park; and part of his discussion will deal with pre-solving some of Florida's future development problems.

DR. ALBERT G. H. DIETZ,

Engineer, Teacher, Consultant
MIT, Cambridge, Mass.



New materials and new ways of using them have revolutionized building within the present generation; and they may well repeat the process during the next one. As one whose entire professional career has been intimately concerned with materials and their varied uses, Dr. Dietz is eminently qualified to discuss the significance of their future—and even, perhaps, to suggest how current trends of materials development may react on the future of architectural design. As a professor at MIT, Dr. Dietz has headed that institution's Plastics Research and Adhesives Laboratories, has directed its Impact Program and has served on the future-peering Solar Energy Committee. He will speak at the Seminar Friday.

EDWARD COHEN

Consulting Engineer
New York City, N. Y.



The importance of the engineering challenge to our architectural future cannot be over-emphasized. Creative engineering has resulted in structural accomplishments which were not dreamed of a few years ago; and the swift development of that creativity is shaping new forms, solving new structural problems, employing structural elements in new ways. Mr. Cohen, as an associate of Amman and Whitney, consulting engineers, has been in the forefront of such developments. He has done structural research as well as structural design and has been active party to outstanding accomplishments with steel, concrete, alumnum. Some of these have seemed to challenge the future; and he will discuss that challenge at Thursday's seminar.

DR. TURPIN C. BANNISTER, FAIA

Dean, U/F College of Architecture and Fine Arts
Gainesville, Florida



Any program as far-reaching and diverse as "The Challenge of the Future" in terms of Design, Structure, Materials and Planning justifies some coordinating commentary to key prognostication to immediate progress. As an educator, research scholar and author, Dr. Bannister possesses special ability to deliver such a commentary. Thus, he will highlight the overall significance of the Convention's seminar sessions at the final luncheon meeting on Saturday. Dr. Bannister has considered the future of achitects previously — in his analytical study "The Architect at Mid-Century" as a member of an AIA Commission. Here he will be dealing with the future of architecture as a summary of the two-day seminar sessions.

THE AMERICAN INSTITUTE OF ARCHITECTS

CENTENNIAL CELEBRATION

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Mrs. A. Wynn Howell
Ladies' Program Chairman

After 100 Years . . .
The Challenge Of The Future

Program - A

THE FLORIDA ASSOCIATION

FORT HARRISON

WEDNESDAY, NOVEMBER 6

10:00 A. M. — Fourth-quarterly meeting of the Joint Cooperative Committee—FAA-AGC-FES, John Stetson, Chairman, presiding. This meeting is scheduled for adjournment at noon to permit committee members to to join the FAA Directors at luncheon.

12:00 Noon — Meeting of the FAA Board of Directors, starting with luncheon.

1:00 P. M. — Registration opens for Chapter Members, Guests, Students and Exhibitor personnel, Main Lobby. Identifying badges will be required for admission to all FAA business sessions and other scheduled Convention affairs.

6:00 P. M. to Closing — Check with your Committee chairmen for possible dinner meetings. Evening is unscheduled for early Convention arrivals.

THURSDAY, NOVEMBER 7

8:00 A. M.—"Y'All Come!" Breakfast, Sugar'n Spice Room, Ground Floor. For group conferences, committee meetings or visiting.

9:00 A. M. — Registration continues — Main Lobby.
Opening ceremony, Building Products and Materials Exhibit, Mezzanine Floor. Roland W. Sellew, President Florida Central Chapter; Robert H. Levison, Convention Chairman, and Hon. Lewis Homer, Mayor of Clearwater, officiating.
Architects' Exhibit opens, Circus Room.

10:00 A. M. — First Business Session, FAA, Skyline Room, 10th Floor, Edgar S. Wortman, President, FAA, presiding.
Reports of FAA Officers.
Reports of FAA Committees.

11:30 A. M. — Visit Products Exhibit.

12:30 P. M.—Keynote Luncheon Meeting, Crystal Ballroom, Roland W. Sellew, President, Florida Central Chapter, AIA, presiding
Keynote Address by R. Buckminster Fuller.

2:30 P. M.—First Seminar Session, Crystal Ballroom, John Stetson, FAA 1st Vice-President, moderating.
Section A—Design: R. Buckminster Fuller, speaker; T. Trip Russell, Robert M. Little, panelists.

43rd Annual Convention

OF ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS

HOTEL, CLEARWATER – NOVEMBER 7, 8, 9, 1957

Section B — Structure: Edward Cohen, speaker: Meyer Deutschman, Ivan Smith, panelists.

5:00 P. M. — Visit Products Exhibit.

6:30 P. M. — Cocktail Party, Products Exhibit area and Poolside, Florida Central Chapter, AIA, hosts.

7:30 P. M.—Exhibitors' Buffet Dinner, Poolside, informal. Presentation of Product Exhibitors' awards by Anthony L. Pullara. After-dinner entertainment; music, dancing and specialty acts.

FRIDAY, NOVEMBER 8

8:00 A. M.—Chapter Affairs Breakfast, Skyline Room, for all Chapter presidents and Chapter Affairs Committee chairmen. Moderator and discussion leader, Beryl Price, formerly chairman, National AIA Committee on Chapter Affairs.

9:00 A. M.—Registration continues in Lobby. Visit Products Exhibits.

10:00 A. M.—Second Business Session, FAA, Skyline Room, Edgar S. Wortman, President, FAA, presiding. Completion of old business; introduction of new business.

11:30 A. M. — Visit Products Exhibits.

12:30 P. M.—President's Luncheon, Crystal Ballroom, Edgar S. Wortman, President, FAA; presiding. Recognition of AIA Fellows; commentary by Leon Chatelain, Jr.; FAIA, President, AIA, and by Sanford W. Goin, FAIA, AIA Regional Director.

2:00 P.M. — Visit Products Exhibit.

2:30 P. M. — Second Seminar Session, Crystal Ballroom, Franklin S. Bunch, FAA Vice-President, moderating.
Section C — Materials — Dr. Albert G. H. Dietz, speaker; Taylor Hardwick, David Reaves, panelists.
Section D — Planning — Maurice E. H. Rotival, AIA, speaker; Sidney Carter, Russell T. Pancoast, FAIA, panelists.

5:00 P. M. — Visit Products Exhibit.
Convention Registration desk closes.

6:30 P. M. — Cocktail Party, Exhibit area and Crystal Ballroom, 10th Floor, Florida Central Chapter, AIA, hosts.

7:30 P. M. till closing — The Architects' Party, Crystal Ballroom. Entertainment, music and dancing. Dress optional.

SATURDAY, NOVEMBER 9

8:00 A. M. — Students' and Junior Associates' Breakfast Meeting, Skyline Room. Program sponsored by AIA Student Chapter.

9:00 A. M. — Visit Products Exhibit.

10:00 A.M. — Final Business Session, FAA, Skyline Room, Edgar S. Wortman, President, FAA, presiding. New business, election of new FAA officers, new resolutions, announcement of 1958 Convention site and host chapter.

11:30 A. M. — Final visit to Products Exhibit.

12:30 P. M. — Challenge Luncheon, Crystal Ballroom, Robert H. Levison, 43rd Convention Chairman, presiding.
Seminar Summary address by Dr. Turpin C. Bannister, FAIA, introduced by Sanford W. Goin, FAIA, AIA Regional Director.
Presentation of Awards:
For the Architects' Exhibit, William B. Harvard, Mark Hampton.
For Exhibit Attendance "Super-Prizes," Anthony L. Pullara.

2:30 P. M. — 43rd Annual FAA Convention adjourns.
Products Exhibit closes.

CONVENTION NOTES:

All Delegates must be registered prior to voting on all Convention business requiring formal action as covered in the FAA Constitution and By-Laws.

Transportation between airports and Convention Headquarters will be furnished if desired. Notify Ralph W. B. Reade (Clearwater 3-2265), Transportation Chairman, or check facilities at the Registration Desk, Main Lobby.

Ladies of the Convention are cordially invited to attend all business and seminar sessions of the Convention if they so desire. A Ladies' Program has been planned for the three-day Convention period. Full information regarding it may be obtained at the Registration Desk. Registration will be necessary for the Open House on Thursday afternoon, the Friday morning Breakfast and the Poolside Card Party on Friday afternoon. Needed transportation will be furnished by the Auxiliary of the Florida Central Chapter.

Eligibility for Products Exhibit attendance awards must be established through registration, by name and address, at each exhibition booth.

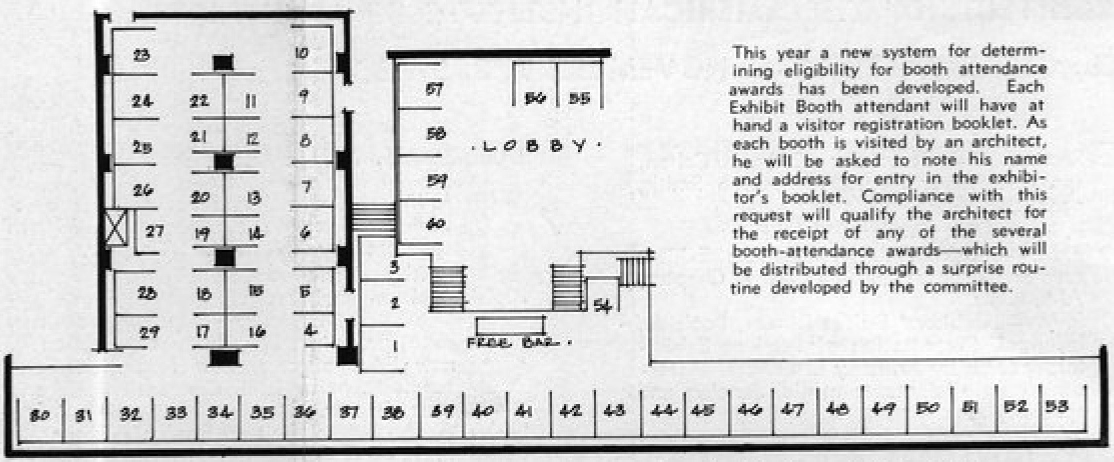
All Convention visitors are advised to check the hotel bulletin board in the Main Lobby for information relative to location and times of committee meetings, special luncheons, group meetings, etc.

Check-out time for all Conventioneers will be 5:00 p.m. to permit attendance at Saturday's Challenge Luncheon.

The Florida State Board of Architecture will hold its 1957 fall meeting Tuesday and Wednesday, November 5 and 6, from 9:00 a.m. to 6:00 p.m. Location of the meetings will be posted on the hotel bulletin board.

Sixty centers of information . . .

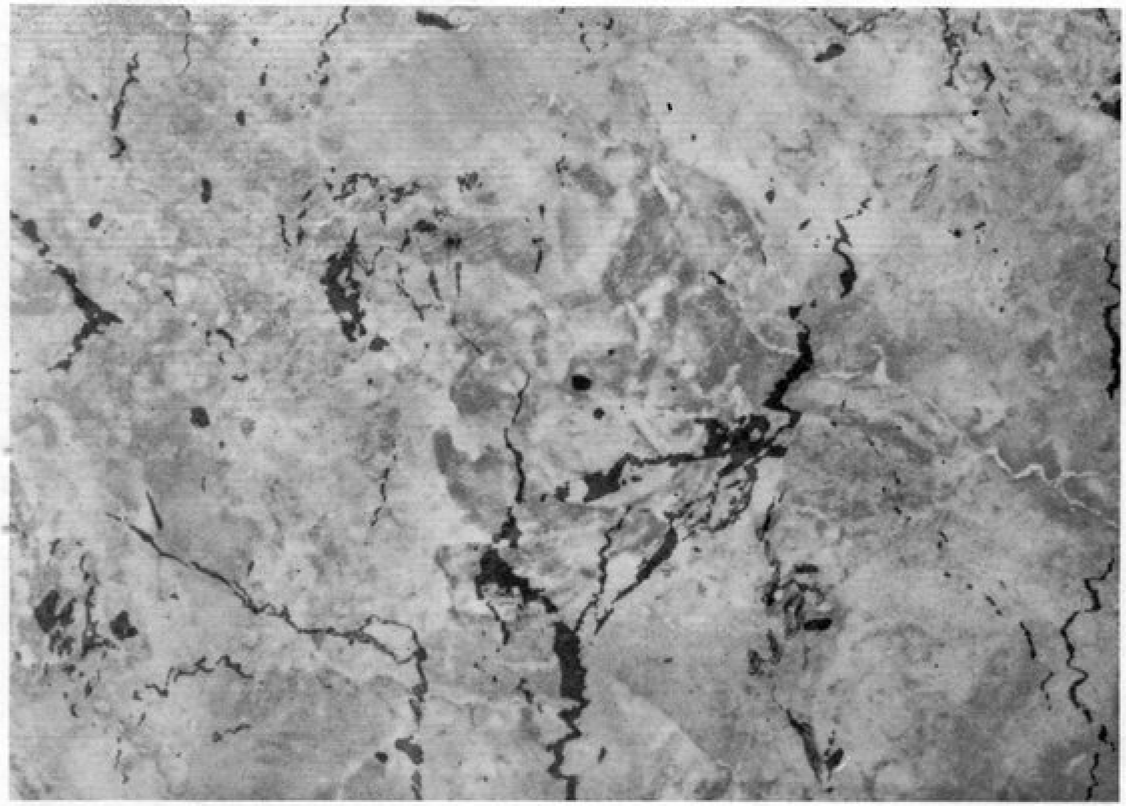
Exhibit of Building Products and Materials



This year a new system for determining eligibility for booth attendance awards has been developed. Each Exhibit Booth attendant will have at hand a visitor registration booklet. As each booth is visited by an architect, he will be asked to note his name and address for entry in the exhibitor's booklet. Compliance with this request will qualify the architect for the receipt of any of the several booth-attendance awards—which will be distributed through a surprise routine developed by the committee.

Here again is a once-a-year opportunity to obtain, leisurely and at first hand, a wealth of technical information toward the end of easing the job of writing proper specifications. Here is also another welcome opportunity to meet old friends, make new ones and enjoy a relaxing conviviality with both.

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2... Cement Enamel
3... Aluminum Co. of America
4... Russel & Erwin
5... Florida Prestressed Concrete Association
6... Harris Standard Paint Company, Inc.
7... Broward Marine, Inc.
8... Williams & Williams Products Corporation
9... DayBrite Lighting, Inc.
10... Typhoon Prop-R-Temp Heat Pump
11... Independent Nail & Packing Company
12... Lift Slab of Florida, Inc.
13... Tiffany Tile Corporation
14... Kaiser Aluminum & Chemical Sales, Inc.
15... Florida Filters, Inc.
16... Burdett Sound & Recording Company
17... Allied Products of Florida, Inc.
18... Burnett Brothers, Inc.
19... Aquatite Tile Co.
Hartstone Concrete Products Co.
Pinellas Lumber Co.
Tampa Sand & Material Company
20... Florida Cast Stone Company
21... Briggs Beautyware
22... Dallas Ceramic Company
23... Portland Cement Association
24... Hotpoint
25... D & C Planning Company, Inc.
26... Pittsburgh Plate Glass Co.
27... Monostructure, Inc.
28... Miami Window Corporation
29... Peninsular Telephone Company
30... Woodco Corporation
31... Woodco Corporation
32... Electrend Distributing Co.
33... Benjamin Moore & Co.
34... Sierra Electric Corporation
35... Larsen Products Corporation
36... Rilco Laminated Products, Inc.
37... Norman Ascher & Associates, Inc.
38... Acousti Engineering Company of Florida, Inc.
39... Arcadia Metal Products
40... Flamingo Wholesale Distributors, Inc.
41... Flamingo Wholesale Distributors, Inc.
42... Schlage Lock Company
43... Herman Miller Furniture Company
44... United States Plywood Corporation
45... Romany-Spartan Tiles
46... Unit Structures, Inc.
47... Owens-Corning Fiberglas
48... Dibbs Aluminum Products, Inc.
49... The Mosaic Tile Company
50... American-Standard
51... Flexicore
52... E. G. Koyl, Inc.
53... Ther-Mo-Roof, Inc.
54... Executone Distributors of Florida
55... Bond-Howell Lumber Company
56... Ludman Corporation
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59... A. M. Byers Company
60... George C. Griffin Co.



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Relations with the Construction Industry

By JOHN STETSON
Chairman

The work of the Joint Cooperative Committee for the year 1957 actually commenced at the meeting held on November 8, 1956, in the Madrid Room of the Hotel Seville in Miami Beach, Florida. At this time the 1957 program was set up, and included such items as state-wide planning and zoning, a State licensing law for general contractors, a State Building Commission and Building Code, closer cooperation of the three groups (FAA, FES, AGC) in public relations, simplification of state documents and unification of bidding procedures. The actual beginning of this work was undertaken at the meeting of the committee held at Orlando on July 27th. This meeting produced an attendance of seven architects, seven contractors and five engineers.

The committee is very interested in setting up machinery to insure a State Building Commission, to include many of the present boards, such as State Board of Health, State Hotel Commission, and a new Building Commission. There is no thought to include professional boards such as the Architects and Engineers State Boards, in this act. The committee feels that a simplified state-wide building code is a must. It also feels that there are too many present boards and regulations governing construction, and too many applications necessary to obtain permits. The present program calls for a report at the next meeting as to feasibility and possibility of working out an act to be presented to the Legislature at a later date. Indications now are that this is possible, and that during 1958 the committee will have an invigorating program in presenting this to the legislators.

A study has been made of the practicability of a State Board and Licensing Law for General Contractors. We have discovered that other states have such a law, and will cooperate with the AGC in establishing the machinery to provide such a law for the State of Florida. It is needless to say that the architects should be more than interested in seeing this program achieve success. We all realize the necessity of establishing the contractor in a position above the level he now finds himself, and of eliminating the risks involved in finding ourselves forced to do business with irresponsible and untrained men. We have found that all well established and reputable contractors would welcome this law, and are doing all possible to see its adoption in the near future.

The State committee has studied the feasibility of inclusion of other groups in our Joint Cooperative Committee, but have recommended that other associations, such as Home Builders and Realtors, be included only on the local level as is now the case. We have made it a point to keep close scrutiny on the labor picture and at each meeting receive a report on the situation as it exists in the state at that time. The committee has considered the study of a program, which would include representatives of organized labor, in finding ways to obtain increased production and lower construction costs.

The only recommendation which could be made at this time would be that any committees appointed to work on any of the above mentioned items, and representing the FAA, be composed of men best qualified through experience in working with building code committees and contractors organizations. One of the items discussed during the year, and one which no doubt will receive a good deal of notice through the years to come, was "responsibility for design error." This has been a sore spot from Chapter level to AIA committee level. There must be some recommendations approved and adopted, and it is quite possible that the FAA could, through its association with the Joint Cooperative Committee, establish the precedent that would follow through to the National level.

Another recommendation would be that the FAA spearhead a meeting each year with the Governor of the State of Florida in conjunction with representatives of the FES and AGC, to discuss the building industry and its problems. This could be an excellent public relations gesture and one which could provide a much better insight into the necessity of closer cooperation between State agencies and the professions involved.

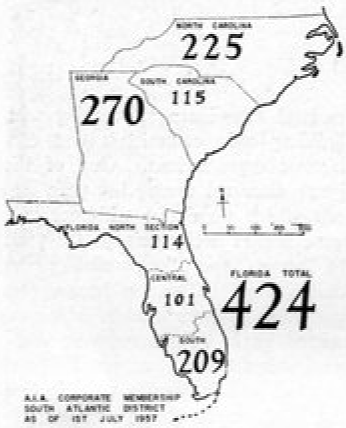
John Stetson, Chairman
Donald R. Edge, Palm Beach
Myrl J. Hanes, Florida North
Charles L. Hendricks, Mid-Florida
Lewis M. Hitt, Florida South
Robert G. Jahelka, Broward County
Roy M. Pooley, Jr., Jacksonville
Anthony L. Pullara, Fla. Central
Frank J. Sindelar, Fla. Northwest
Albert Woodward, Fla. N. Central
Francis R. Walton, Daytona Beach

The report of the FAA LEGISLATIVE COMMITTEE will be presented on the Convention floor. A preliminary report of this Committee was submitted at the August meeting of the FAA Board of Directors. Since then, however, the Committee has not met to consider recommendations for FAA action. A meeting is scheduled immediately prior to the Convention opening; and the Legislative Committee report for this year will be developed on the basis of decisions made by the full Committee at that time.

"FLORIDA--A New AIA Region..."

(Continued from Page 15)

APPENDIX B



Of 1035 Corporate members in the present AIA South Atlantic Region, Florida's 10 Chapters list 41 percent, as of July 1, 1957. But as indicated by the map, this 41 percent are far removed from both interests and contact with corporate groups in the three other states.

APPENDIX D

Some accomplishments of The Florida Association of Architects, AIA, in relation to the Government of the State of Florida.

1. Sponsored original legislation passed in 1915, and many improving amendments since, establishing the Florida State Board of Architecture.

2. Provided a source of respected information to Governors concerning the qualifications of persons being considered as appointees to the Florida State Board of Architecture.

3. Maintained a full time lobbyist at each regular biennial session of the Florida Legislature for the past eight years.

4. Provided authoritative, respected and much used source of information to members of the Legislature on all problems concerning laws dealing with construction and related subjects.

5. Consistently served as a watchdog to prevent weakening of laws protecting the health and safety of the public, with particular emphasis on the Florida Hotel and Restaurant Commission.

6. Successfully opposed ill-considered moves to utilize stock plans for school construction in Florida.

7. Helped secure legislative appropriation for College of Architecture and Fine Arts Building at the University of Florida.

8. Assisted Governor's Committee on Schoolhouse Construction by preparing cost estimates that provided basis for state school construction appropriations.

9. Worked closely in numerous conferences with representatives of the State Department of Education in development of school plant planning standards.

10. By direct testimony, advised the State of inefficiency and unfair tactics of a state bureau which was practicing architecture and influenced action abolishing such practice, thus returning to private architects the handling of correctly negotiated commissions for state buildings.

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Chapter Coordination

By H. SAMUEL KRUSÉ
Chairman

1. OBJECTIVE:

The Committee on Chapter Coordination, composed of the Chapter Secretaries and the Secretary of the FAA by action of the 42nd Convention, is charged with the study of matters pertaining to the time of installation of officers, collection and apportionment of dues and other matters of a similar nature and to make recommendations to the Chapters and the FAA for the purpose of better understanding, coordination and integration of the By-Laws and administration of the organizations concerned.

2. ACTION:

The Committee performed its study by mail. Possible courses of action were embodied in a memorandum sent to all Secretaries for comments and amplification. This memorandum proposed, for a start, the coordination of the time of meetings and election of officers and the vertical organization of committees with the Institute. After receiving comments and suggestions in reply to the memorandum and comparing these with comments from the FAA Committee on Committee Organization and various Treasurers of the Chapters and the FAA, the Committee on Chapter Coordination is prepared to make the following recommendations for adoption by both Chapters and FAA.

3. RECOMMENDATIONS:

1. Each chapter shall have a Legislative Committee vertical with the FAA Legislative Committee.
2. The Chapters and the FAA shall have the standing committees as recommended by the Institute and vertical with the Institute.
3. FAA Board Meetings shall be within the first week of the month and Chapter Meetings, the second week of the month.
4. FAA election of officers shall be at the Convention in November; the election of Chapter officers at the October meeting prior to the Convention.
5. Chapter Chairmen for the Legislative and Standing Committees be appointed by the time of the election of FAA officers in November.
6. New FAA Board and old FAA Board shall attend the last quarter meeting together, immediately following the Convention. Terms of office for Chapters running from October to October; for FAA; November to November.
7. Dues for the Chapters and the FAA be invoiced and collected on a one-third of the year basis during the fiscal year of application and acceptance of any member, and all invoices shall be rendered and payable for the full year as of January of the ensuing year.

4. CONCLUSIONS:

The work of coordinating organization and administrative procedures is a continuing task. Although several resolutions will be proposed at the 43rd Convention which will develop the coordination program, the work of this Committee cannot be considered finished. It it suggested that a similar committee be appointed to continue the work in 1958 until all of the Chapters, together with the FAA adopt uniform procedures.

H. SAMUEL KRUSE, Chairman
Secretary, FAA

Education

By SANFORD W. GOIN, FAIA
Chairman

No meetings of the FAA Committee on Education and Registration were held during the past year since most of the things in which this Committee was interested were carry-over matters from the prior year.

As Chairman of the Committee, and because of my location in Gainesville, I made the necessary arrangements for securing a jury to judge the student architectural competition for the annual FAA scholarship. The subject of the competition was "Married Student Housing" and the $250 scholarship was awarded to Donald Abernathy of West Palm Beach. Morton T. Ironmonger, Chairman of the Jury and Treasurer of the FAA, made the award at a luncheon meeting of the Student Home Show on April 27, 1957.

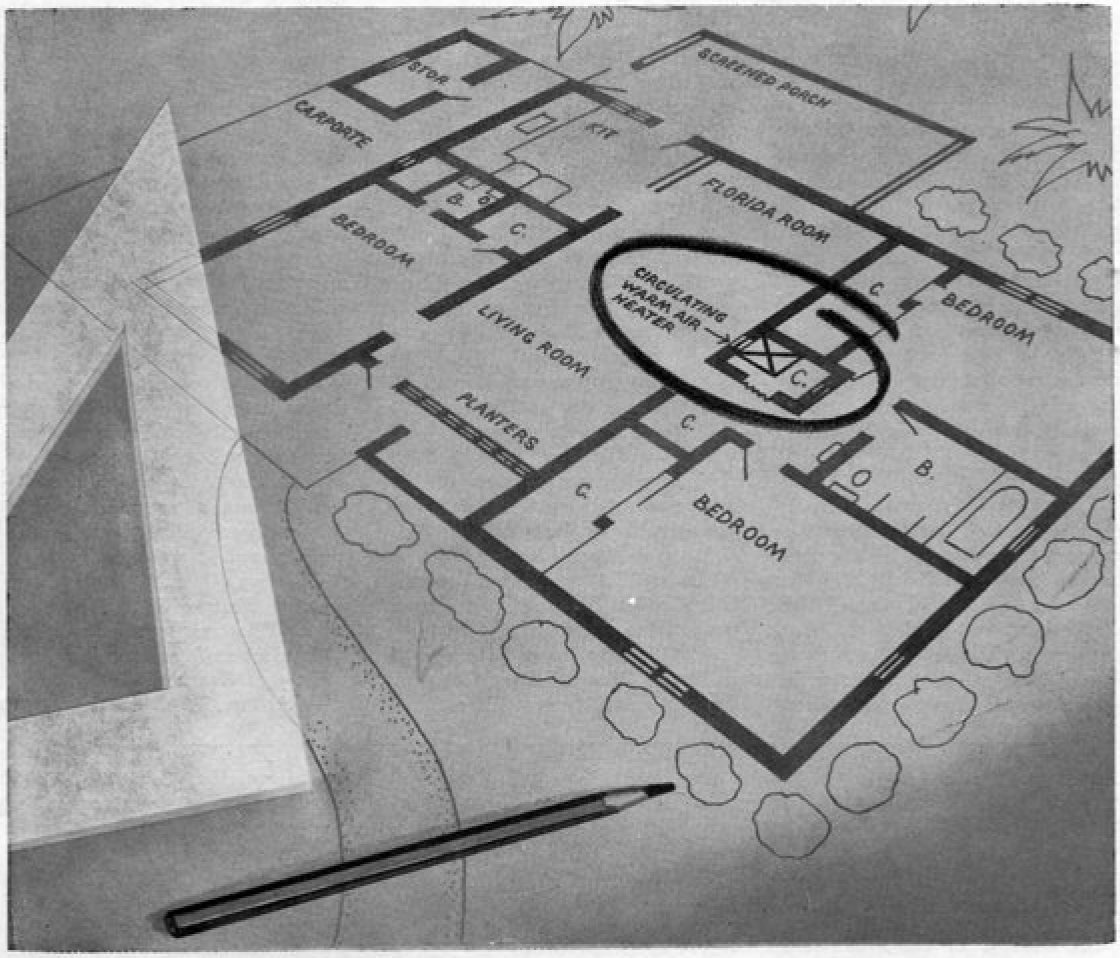
Another matter of considerable interest to the Committee was the appropriation for the building for architecture at the University of Florida. Due to the generation of considerable interest in this project by members of the Legislature in past sessions, however, the appropriation was generously provided for without necessity of any extended effort on the part of the profession during the past session of the Legislature.

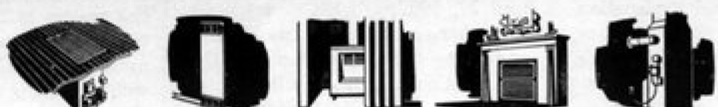
Though no opportunity will present itself for a meeting of our Committee prior to the Convention in November, there is one matter which I believe to be worthy of the interest, not only of the Committee, but of the FAA membership at large. This matter is the establishment of a research organization through the facilities of the College of Architecture and Fine Arts at the University of Florida. Dr. Bannister has done a terrific amount of work in bringing this matter to the attention of practically all facets of the construction industry in Florida, and I am sure we will be hearing more from him as to the details later on.

SANFORD W. GOIN, FAIA,
Chairman

ROBERT E. HANSEN, Broward County
RALPH F. SPICER, Daytona Beach
WILLIAM B. EATON, Florida Central
WILLIAM BREIDENBACH, Fla. North
JAMES STRIPLING, Fla. No. Central
R. DANIEL HART, Fla. Northwest
JERRY P. SIMMONS, Florida South
S. RALPH FETNER, Jacksonville
RICHARD B. ROGERS, Mid-Florida
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Committee Reports

Building Codes

By JOSEPH M. SHIFALO
Chairman

The following is a report of our committee's activities for the year and, as you can see, some areas have been quite active in code revisions, while others have not. The report is broken down into Chapter areas in order to let you see more clearly the picture in the separate areas, rather than the State as a whole.

PALM BEACH AREA: Mr. Frederick W. Kessler, committee member from this area, reports that the Joint Co-operative Committee between the Palm Beach Chapter and the A.G.C. has produced a more uniform code based on a study by the members of this committee. The Southern Building Code as a basis has been amended to include many changes pertinent to the Palm Beach area.

DAYTONA BEACH CHAPTER: Unfortunately due to the illness of Mr. William R. Gomon, committee member from this area, very little has been done to strengthen the code or to adopt a uniform code. However, many revisions were made to the Southern Building Code last year and my information is that these are serving to supplement the local code in a step toward a uniform building code.

FLORIDA NORTH CHAPTER: Mr. Myrl J. Hanes reports that the Southern Building Code with revisions is serving very well for the whole of the Gainesville area.

FLORIDA NORTH CENTRAL CHAPTER: Mr. Forrest R. Coxen attended the meeting of the Florida Industrial Commission in Tallahassee as a representative of our committee and reports that the Commission met and adopted the A. S. A. Safety Code for Elevators, Escalators and Dumbwaiters, revised 1955. The other activity in this area has been the strengthening of the Southern Building Code.

FLORIDA SOUTH CHAPTER: The report from Mr. Igor B. Polevitzky, our committee member in this area, is more enthusiastic than any other. The Dade League of Municipalities composed of seventeen municipalities in South Florida, with Mr. Polevitzky as Chairman of the Technical Committee, has just completed the semi-final draft of the South Florida Building Code. A code-writer and a consultant, who answered to no one except the Technical Committee, was hired to get the job done and it is reported that they have done a very admirable job. This is indeed a very good start for the adoption of this South Florida Building Code by all

(Continued on Page 44)

News & Notes

Duval County Names New School Architect

John P. Stevens has been appointed Supervising Architect for the Duval County Board of Public Instruction, according to a recent announcement by I. W. Bryant, superintendent. He will succeed A. Robert Broadfoot who has held the post for the past three years, but who recently resigned to enter private architectural practice. The new appointee has worked for several local firms and recently returned from New York City where he was employed in the firm of Harrison and Abramovitz.



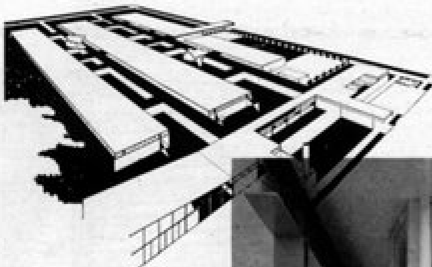
Hostesses to Convention Ladies will be this committee of the Florida Central Auxiliary. The Committee has planned a full program for visiting ladies, complete details of which will be available at the Convention registration desk in the lobby of the Fort Harrison Hotel. Left to right are: Mrs. Elliott B. Hadley, Mrs. Edmond N. MacCollin, Mrs. Robert H, Levison, Mrs. Anthony L. Pullara, Mrs. J. Bruce Smith and Mrs. A. Wynn Howell, Committee Chairman.

State C of C To Hold Meeting in St. Pete

The 41st Annual Meeting and Business Conference of the Florida State Chamber of Commerce will be held in St. Petersburg, November 17, 18 and 19. Headquarters of the three-day session will be the Soreno Hotel; and the Convention's theme will be "Spotlighting the New Florida." A number of prominent Florida businessmen are scheduled for talks ranging from observations on Florida's business climate to consideration of Federal-State relations. Governor LeRoy Collins will give the principal address at the opening luncheon November 18. All FAA members are invited to attend. Reservations are available from Harold Collee, 8057 Expressway, Jacksonville 11.



James T. Lendrum, AIA, has been appointed head of the Department of Architecture of the U/F's College of Architecture and Fine Arts and will assume his new duties December 1. An architectural graduate of Michigan University and a holder of an MS in architecture from Illinois, Lendrum has been director of the Illinois Small Homes Council since 1949, having previously taught at Illinois since 1930. He is a former president of the Central Illinois Chapter, AIA, and has served on several national AIA committees. He is currently also a consultant to the magazine "House and Home."



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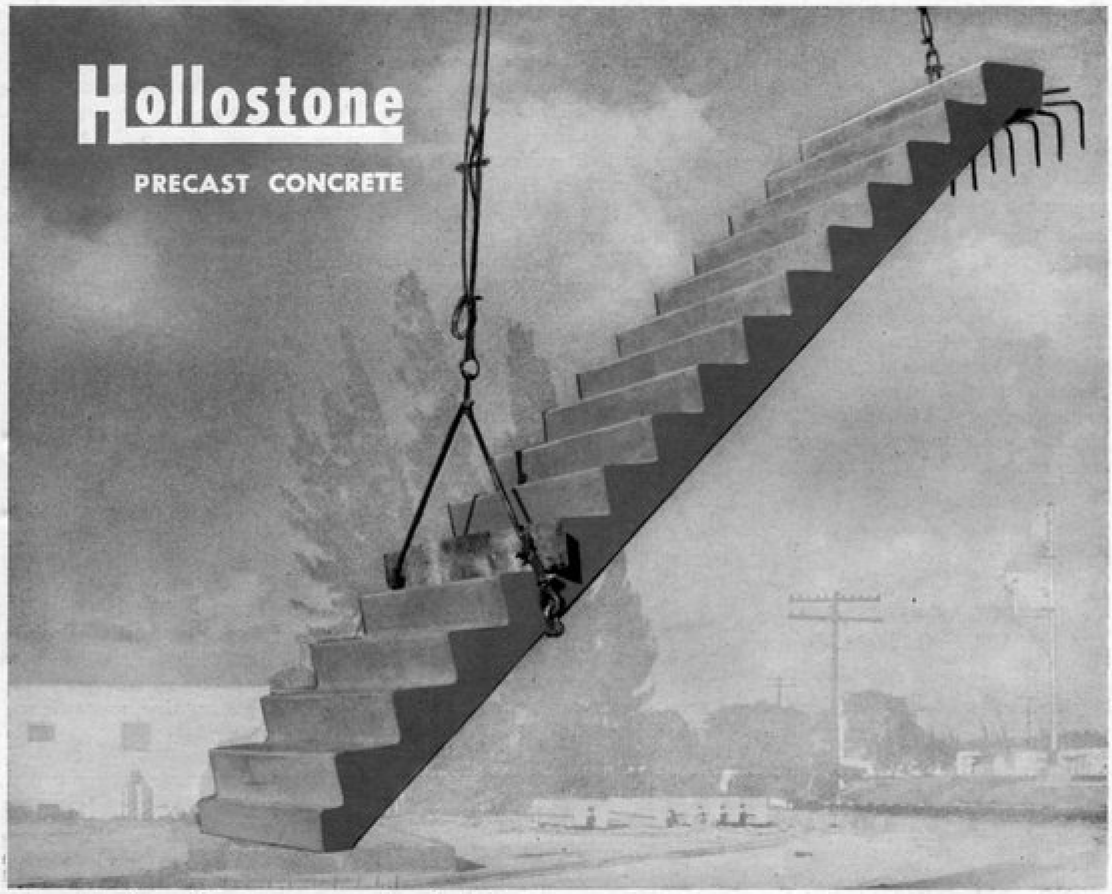
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Report of Nominating Committee

Anthony L. Pullara, chairman of the FAA Nominating Committee, which includes Clinton Gamble and Wm. Stewart Morrison, has announced the following committee nominations for FAA officers during 1958:

For president, Edgar S. Wortman, Palm Beach; secretary, Ernest T. H. Bowen, II, Tampa; treasurer, Morton T. Ironmonger, Ft. Lauderdale. For Vice-President representing the South Florida FAA District, to serve a term of three years, the committee named H. Samuel Kruse, of Miami.

Program of Student Chapter AIA

By CRAIG W. LINDELOW and LOUIS C. GEORGE

We are presenting this column to re-introduce you to the activities of the Student AIA Chapter at the University of Florida.

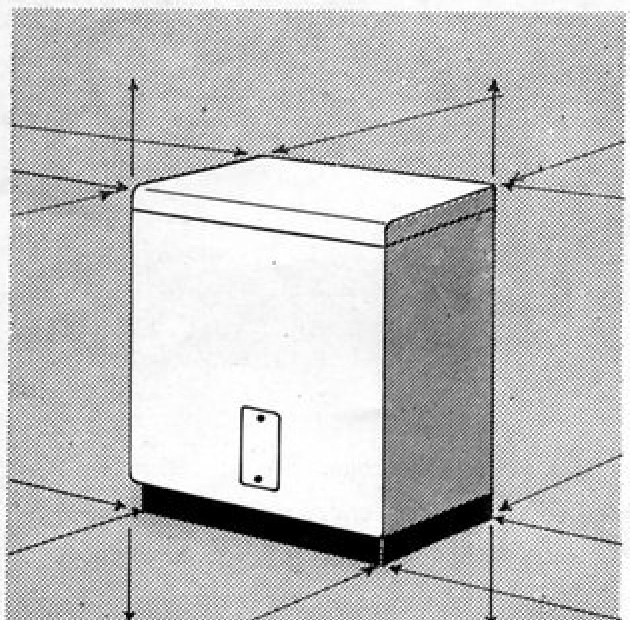
First, we would like to introduce our officers for this school year; president, Thomas Kincaid of Winter Haven; vice-president, W. Raymond Lynch of Jacksonville; coordinator of Architectural Exposition, William R. Dale of West Plam Beach; secretary, Raymond W. Malles of Gainesville; treasurer, David R. Godschalk of Ft. Lauderdale; assistant treasurer, Raymond Poelvoorde of Palm Beach.

The big interest at this time is the coming convention in Clearwater. Thanks to the generosity of the FAA, many student attendance plans have been given a tremendous boost. More than 40 students are looking forward to convention activities. We are hosts at the convention breakfast Saturday and will present a panel discussion on the new "Log Book System."

Following the convention, the Department of Architecture and the AIA Student Chapter are hosting the eminent Buckminster Fuller. Mr. Fuller will be with us from Nov. 11 through Nov. 15th. During this time he will be available to any and all the students to answer questions and pass on valuable information to us garnered from his vast experience.

Our guest program got off to a flying start with the popular Frank E. Watson of Miami. This is the first time a guest program of this type has been initiated here with so much success. This program includes many nationally-known architects who will be our guests during this school year. Our calendar is just about filled; and to keep you informed, we will introduce our guest and the dates of his visit, each month in this column.

Looking to the future, which is all too close, the Architectural Exposition here at the University promises to be, without a doubt, the biggest and finest show ever put on here. We are getting a tremendous amount of cooperation from the Florida North Chapter, which will help make this our greatest success. The Architectural Exposition is coming in the spring. But don't wait till then to visit us. You are all welcome to the University at any time, so stop in and see us soon.





Engineers and Architects: Greeley & Hansen, Chicago.

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Building Codes . . .

(Continued from Page 37)

municipalities and unincorporated areas in South Florida.

FLORIDA CENTRAL CHAPTER: As you know, the Florida Central Chapter has been busy trying to complete plans for our 43rd Annual Convention and our committee member, Mr. Howard F. Allender, has not had much time to work on codes.

BROWARD COUNTY CHAPTER: Mr. John M. Evans reports that efforts have been made to participate in the formation of the new South Florida Building Code with the Florida South Chapter.

FLORIDA NORTHWEST CHAPTER: Mr. William S. Morrison reports that efforts are being made to revise and strengthen the Southern Building Code.

JACKSONVILLE CHAPTER: Mr. Taylor Hardwick reports that intermittent efforts have been made to establish a uniform code and have met with very little success. The use of the Fire Underwriters' Code with a multitude of revisions has seemed to satisfy the City Commission in this area.

MID - FLORIDA CHAPTER: The Orange County area has just recently set up a zoning board and commission for the entire county area and has adopted the Southern Building Code with revisions. This Chapter has members on an advisory committee to the Zoning Commission and it is hoped next year will provide a much more uniform code.

It looks like it will be some years to come before the State or even part of our State, with the exception of South Florida, can be operating under a uniform code. However, all indications are that where architects, engineers, building departments and members of the construction industry have made efforts a general strengthening of the Southern Standard Building Code is evident.

JOSEPH M. SHIFALO, Chairman

School Advisory

By SANFORD W. GOIN, FAIA

At the request of Mr. Lamar Sarra, Chairman of the Governor's Committee on Schoolhouse Construction, a special committee of the FAA made

a study of school planning and costs. The full FAA report was incorporated as an appendix to the report of Mr. Sarra and his committee. Details of the report have been previously covered in The Florida Architect (May, 1957, issue, pages 11 and 12).

The members of the FAA committee were: SANFORD W. GOIN, FAIA, Chairman; EDGAR S. WORTMAN, Palm Beach; WILLIAM STEWART MORRISON, Florida Northwest; SIDNEY R. WILKINSON, Florida Central; and ALBERT R. BROADFOOT, Jacksonville. The committee was also assisted in its work by GEORGE M. MEGGINSON, State School Architect, Florida State Department of Education.

Membership

By ROLAND W. SELLEW

Chairman

Prior to March 12, when membership of this Committee was designated, letters were sent to all Chapters requesting a tabulation of membership numbers in each grade. Purpose of the request was to make possible an analysis and check against the roster of registered architects in various areas, thus indicating which Chapter areas had been most successful in recruitment. However, since only a few of our 10 Chapters provided the information, the purpose could not be realized.

On May 24th a letter was sent to all Committee members suggesting three appropriate methods for encouraging Chapter membership. One specific suggestion concerned new registrants; the idea being to show them that the AIA and the FAA were interested in their progress. It was felt that for this group and for those just graduating from architectural schools a marked degree of interest should be shown, since both they and the Chapters have much to gain from a mutual affiliation. Excerpts from that letter follow:

"A comparison of the roster of registered architects resident within the state and the latest AIA mem-

(Continued on Page 48)

3rd Annual Roll-Call --- 1956-1957

Listed here are the firms which have helped this Official Journal of the FAA grow during the past year. All services, materials and products which they make or sell are of a quality to merit specification. They seek your approval of what they offer; and in giving it you serve the interests of all concerned.

ADOR
Fullerton, California
Gilbert Viola, 610 Biscayne Bldg., Miami
Aluminum sliding glass doors.
Agency — Boylhart, Lovett & Dean, Inc., 135 S. Alvarado St., Los Angeles

ADVANCE METAL PRODUCTS, INC.
2445 N. W. 76th St., Miami
Mfgrs. specialty building products.

ALUMINUM INSULATING CO., INC.
1050 E. 15th St., Hialeah
Distributor Alumiseal reflective and vapor barrier materials.

V. E. ANDERSON MFG. CO., INC.
P. O. Box 430, Bradenton
Extruded aluminum windows and doors
Agency—Keller-Crescent Advertising, Evansville, Indiana

ARCADIA METAL PRODUCTS
Fullerton, California
R. Saffell, 3759 N. W. 79th St., Miami
Sliding glass doors.

ARMOR-FLEX PRODUCTS
2111 So. Andrews Ave., Ft. Lauderdale
Distributor, tile, fiberglass, etc.

ASSOCIATED ELEVATOR & SUPPLY COMPANY
501 N. W. 54th St., Miami
Pneumatic tube systems, access panels

BELL TELEVISION, INC.
755 N. E. 79th St., Miami
Electronic systems.
Agency—Irving Davis Adv. Agency, 151 W. 51st St., New York City

BRUCE EQUIPMENT COMPANY
24 N. W. 36th St., Miami
DuKane sound systems.

BLUMCRAFT OF PITTSBURGH
460 Melwood St., Pittsburgh, Pa.
Aluminum railings.

CEMENT ENAMEL OF THE CARIBBEAN, INC.,
134 Maderia Ave.., Coral Gables
Wall surfacing.

CONCRETE STRUCTURES, INC.
12825 N. E. 14th Ave., No. Miami
Prestressed and precast concrete units.

DALLETT EQUIPMENT COMPANY
3845 N. W. 35th Ave., Miami
Steel islands and curb facings.
Agency—George Wilhelms, 3155 S. W. 23rd Terrace, Miami

DUNAN BRICK YARDS, INC.
Miami 52, Florida
Decorative masonry materials.
Burr-Southern barbecue units.

ELECTREND DISTRIBUTING CO.
4550 37th St. N., St. Petersburg
Electric heating systems.

EXECUTONE DISTRIBUTORS
404 Eunice Street, Tampa
224 Alcazar Ave., Coral Gables
2070 Liberty St., Jacksonville
220 No. Orlando St., Winter Park
Intercommunicating systems.

FARREY'S WHOLESALE HARDWARE COMPANY, INC.
7225 N. W. 7th Ave., Miami
Doors, fixtures and locks.

FLAMINGO WHOLESALE DISTRIBUTORS, INC.
1002 East 27th St., Hialeah
205 North 11th St., Tampa
Robbins Floor Tile

FLORIDA FOUNDRY & PATTERN WORKS
3737 N. W. 43rd St., Miami
Ornamental castings.

FLORIDA GENERAL SUPPLY CORP.
1310 Flamingo Way, Hialeah
Air conditioning.

FLORIDA HOME HEATING INSTITUTE
1827 S. W. 8th St., Miami
Oil and gas heating.
Agency—Bevis Associates, Inc. Ingraham Bldg., Miami

FLORIDA PORTLAND CEMENT DIVISION,
General Portland Cement Co., Tampa
Manufacturers of cement.
Agency—R. E. McCarthy & Assoc., Inc., 206 S. Franklin St., Tampa

FLORIDA POWER & LIGHT COMPANY
Miami
Electric utility.
Agency—Grant Advertising, Inc., 201 S. W. 13th St., Miami

FLORIDA STEEL CORPORATION
215 South Rome Ave., Tampa
Reinforcing steel and accessories.
Steel and Aluminum windows.

FLORIDA TILE INDUSTRIES, INC.
608 Prospect St., Lakeland
Manufacturers of glazed wall tile and trimmers.
Agency—Henry Quednau, Inc., 404 Thirteenth St., Tampa

GAS INSTITUTE OF GREATER MIAMI
561 N. E. 79th St., Miami
Gas use and appliances.

GENERAL ELECTRIC COMPANY
Air Conditioning Division,
900 Orange Avenue, Winter Park
Air conditioning.

GENERAL ELECTRIC COMPANY
Laminated Products Dept.
Regional Sales Office,
Rutland Bldg., St. Petersburg.
Textolite
Agency—Brooke, Smith, French & Dorrance, Inc.

GRAHAM INDUSTRIES, INC.
892 N. E. 30th Court, Ft. Lauderdale
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Agency—Charles W. Broun Associates P. O. Box 4272, Sarasota

GEORGE C. GRIFFIN COMPANY
4201 St. Augustine Rd., Jacksonville
"B" and "G" Aluminum awning windows and window walls.
Mirawall panels.

HORST GUNTHER
3927 N. E. 2nd Ave., Miami
Furniture, interior designers.

HAMILTON PLYWOOD
924 Sligh Blvd., Orlando
2860 22nd Ave. No., St. Petersburg
1607 S. W. 1st Ave., Ft. Lauderdale
Cabinet and paneling plywoods.
Agency—Travis Messer, Advertising P. O. Box 7368, Orlando

HOLLOSTONE COMPANY OF MIAMI
480 Ali Baba Ave., Opa-Locka
Precast concrete products.

INDEPENDENT NAIL & PACKING COMPANY
Bridgewater, Massachusetts
Fastenings
Agency—Warner Alden Morse P. O. Box 720, Brockton, Mass.

INTERSTATE MARBLE & TILE CO.
4000 N. Miami Ave., Miami
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Agency—Hinant, Patrick & Assoc. 1545 N. W. 17th Ave., Miami

LAMBERT CORPORATION OF FLORIDA
2125 West Central Avenue, Orlando
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LARSEN PRODUCTS CORPORATION
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Agency—William A. Hatch, Inc., 907 St. Paul St., Baltimore, Md.

LEAP CONCRETE, INC.
Lakeland
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Agency—Sanborn Advertising, P. O. Box 949, Lakeland

LIFT SLAB OF FLORIDA, INC.
410 E. Beach Blvd., Hallandale
Method of construction.

LUDMAN CORPORATION
North Miami
Aluminum windows. Curtain walls.
Agency—Roland, Bodee & Flint, Adv. 2138 Biscayne Blvd., Miami

MAGIC CITY SHADE & DRAPERY CORP.
297 N. E. 67th St., Miami
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MIAMI WINDOW CORPORATION
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MIRACLE ADHESIVE SALES COMPANY
City Center Bldg., Lake Worth
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MR. FOSTER'S STORE
35 West Flagler St., Miami
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Agency—Miller, Bacon, Avrutis & Simons, Inc., 503 Ainsley Bldg., Miami

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Agency—Juhl Advertising Agency
2nd and Harrison St., Elkhart, Indiana

PERLITE INCORPORATED
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PRESCOLITE MANUFACTURING CORP.
Berkeley, California
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Agency—John O'Rourke Advertising
Flood Bldg., San Francisco, Calif.

A. H. RAMSEY & SONS, INC.
71 N. W. 11th Terrace, Miami
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101 So. 13th St., Tampa
Fencing
Agency—Phyllis Lacey Adv., 2308 No. Dale Mabry, Tampa.

RILCO LAMINATED PRODUCTS, INC.
155 Washington St., Newark, New Jersey
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Agency—E. T. Holmgren, Inc., First National Bank Bldg., St. Paul, Minn.

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STYLON
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THOMPSON DOOR COMPANY, INC.
5663 N. W. 36th Ave., Miami
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TROPIX-WEVE PRODUCTS, INC.
3590 N. W. 52nd St., Miami
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UNITED STATES PLYWOOD CORP.
55 West 44th St., New York City
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Agency—Kenyon & Eckhardt, Inc.
247 Park Ave., New York City

UNIT STRUCTURES, INC.
Peshtigo, Wisconsin
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Agency—R. E. Breth, Inc.
Green Bay, Wisconsin

VIIN-RUSS COMPANY, INC.
1090 E. 16th St., Hialeah
Aluminum Windows.
Aaency—Robert Hurwitz
278 S. W. 37nd Ave., Miami

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Masonry building materials, roofing, tile, aluminum windows and roof decks

R. H. WRIGHT & SON
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Anency—Peter Larkin,
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YETTER HOMES, INCORPORATED
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Jamaica Dors.
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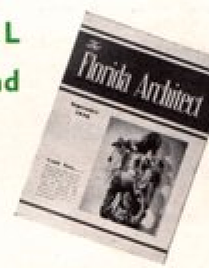
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Membership . . .

(Continued from Page 45)

bership list reveals a number of Corporate Members who are presently affiliated with out-of-state Chapters. I enclose a sheet giving names of such individuals and suggest that a letter be written to those resident in your Chapter area, inviting them to attend meetings with the thought that they might be encouraged to transfer.

"Florida Central has found it worthwhile to invite newly-registered architects to Chapter meetings and to consider the desirability of AIA membership. Our Chapter has picked up a substantial number of members by this means. It would work equally well elsewhere."

Discouragingly enough, not a single reply to this letter was received.

Personal contact with committee members has not been possible, since no meeting of the committee has been held. However, such a meeting is planned for 10 a.m., Nov. 8, in the Cloud Room of The Fort Harrison Hotel, Clearwater. It may then be possible to amplify details of this report.

ROLAND W. SELLEW, Chairman

Board of Trustees

FAA Loan Fund

By JOHN L. R. GRAND
Chairman

In discharge of our duty as Trustees of the Florida Association of Architects Loan Fund at the University of Florida, we submit this our annual report of activities and status of the Fund.

Attached is a detailed account of the status of the Fund. These detailed figures must be studied in their tabular form to be understood and no attempt will be made to read them to the convention. We invite all interested members to consult copies which have been made available to the Officers and Members of the Board.

The Board of Trustees met twice during the year. Its principal activity has been to endeavor to assist the University in collecting delinquent

(Continued on Page 50)

FAA Loan Fund . . .

(Continued on Page 48)

accounts. Mr. Edward M. Fearney paid a personal call on Mr. Joseph C. Boris to urge him to pay his debt. As noted elsewhere in the report, the University is now endeavoring to seek repayment from the endorser. Similar action is being taken with respect to another delinquent beneficiary of the fund, Mr. Charles Worley. By way of contrast, Mr. Ray van Sickler has paid off his loan completely and in doing so, enclosed an extra $21.50 donation to add to the FAA loan fund.

The Board plans further activity in conducting a campaign to advise the worthy students in architecture of the availability of the fund.

Members of the Board of Trustees:
John L. R. Grand, Chairman
Edward M. Fearney, Florida North
William T. Arnett, Florida North

Centennial

By Wm. B. HARVARD
Chairman

In making this, the final report of the Centennial Committee for the F.A.A., I wish to thank all the members of the committee and also thank the Centennial Committee members appointed by the various chapters to conduct their special programs and publicity for the chapters in the various localities throughout the state.

In reflecting on the year's centennial activities throughout the country, it is gratifying to see the great amount of really good publicity given the architectural profession on this occasion.

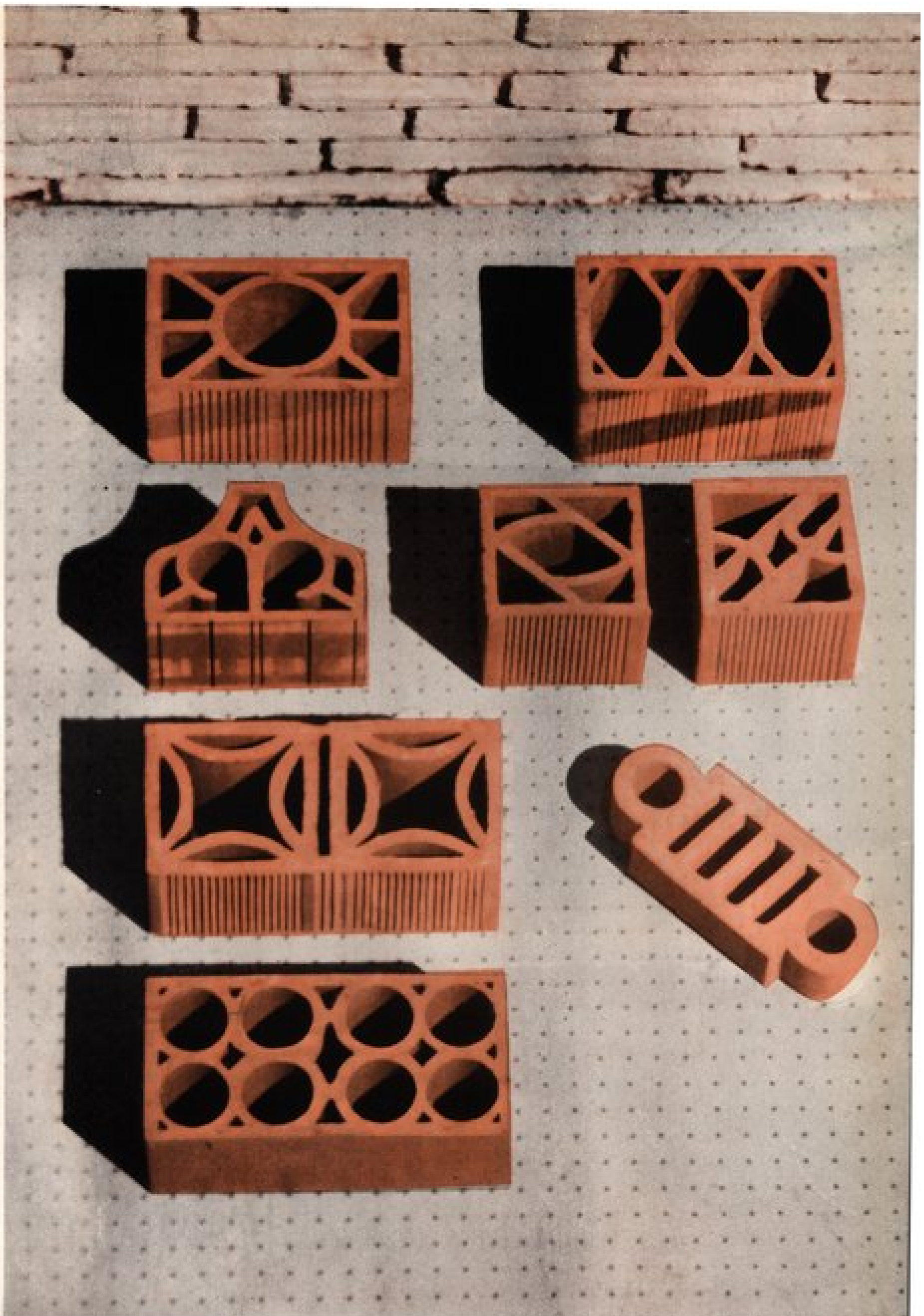
In this report it must be mentioned that the National Centennial Convention in Washington in May was a fabulous success and that there will be a recurring amount of favorable publicity to the profession for years to come. For this Centennial Convention there was prepared an outstanding film entitled "The New Age of Architecture," prepared by Time, Inc. This film has been made available to the Program Committee for our F.A.A. Convention in Clearwater.

William B. Harvard, Chairman

ADVERTISER'S INDEX

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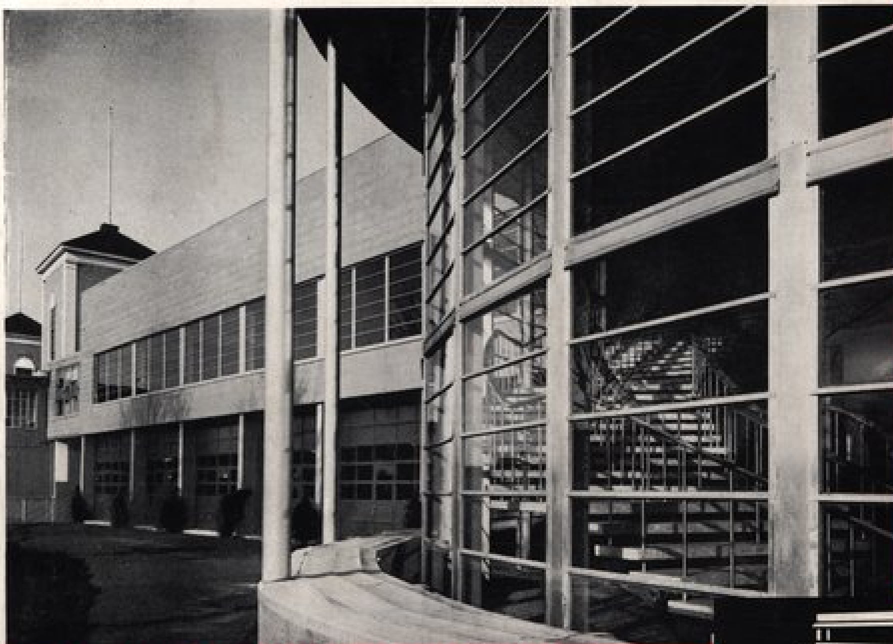


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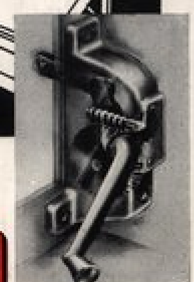
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